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Chrysanthemums

1942

Fred C.
Gloeckner
&
Company,
Incorporated

15 EAST 26th STREET
"At Madison Square," New York

PLANNING your chrysanthemum crop is of vital importance to you. Many growers are failing to make a profit of this worthwhile crop because they have overlooked the value of planning. This crop is of major importance and should not be considered a catch crop, instead, all the other crops you grow should be planned around the chrysanthemum. The correct varieties, quantities of each variety to grow, productiveness, cultural requirements and time of flowering all have to be considered in planning a successful attack on your mum problem. How often do you plant more of one variety just because it happens to be easy to propagate? Elimination of glutted cut flower periods can only be accomplished by careful planning.

Many growers are finding that it is more profitable to purchase all of their rooted cuttings each year rather than just a portion. The specialist is able to deliver the cuttings at the desired date, free from insects, properly labelled and packed. He employs trained people who carefully check for disease, reselect the varieties from time to time to improve type and color, and who see that the cuttings are taken at the proper time.

Each year the hybridizers introduce scores of new varieties which will eventually replace the present. It is just a part of the *Gloectner* service to keep you advised. We will gladly help plan your requirements for the coming year.

For important information on pot plant culture, shading and delayed flowering see pages 18 to 31.

SCHEDULE OF RATES

The prices per 100 and per 1,000 appear opposite each variety in the catalogue. 250 of a variety will be billed at the 1,000 rate.

If order totals less than 1,000, 25 of a variety will be billed at the 100 rate.

More than 25 of a variety must be in multiples of 25.

Any quantity less than 25 will take the 10 rate.

Below are listed the rates per 10 corresponding to the respective rates per 100.

Rate per 100	Rate per 10	Rate per 100	Rate per 10	Rate per 100	Rate per 10
\$3.25	\$.50	\$7.00	\$1.25	\$12.00	\$2.00
4.00	.50	8.00	1.50	15.00	2.50
6.00	1.00				

Novelty Chrysanthemums

YELLOW SNOW

A bright Pernet yellow sport from Snow. The form and growth habit are identical with the original. Because of its season, December 30th, heavy production and excellent color this variety will prove to be one of the most valuable additions to the late pompons.

ROSALIND

A pink single that might be described as a Pink Yukon. The color is a clean medium pink. The growth habit is excellent; a very free grower; medium sized stem and foliage; no tendency to blindness; it flowers at a time of the year when pink is scarce. It appears to do almost equally well under either ground bed or raised bench environment. Matures December 20th.

SONATA

A very brilliant orange bronze single. The color is brilliant to the last; its keeping qualities are unusually good. Its growth habit is decidedly vegetative. It is a very easy doer, a heavy producer and it is very popular with the retail trade. Plant early on raised benches; last pinch August 1st. Matures December 5th.

CAMEO

An ivory pompon of unusual size and substance that blooms the same time as Yuletide, Cordova and Silver Star. A strong persistent grower possessing a rigid and well spread spray. The growth habit is superior to any worth while variety in its color class and blooming season. The flower is large and of an attractive form. It should be the answer to the grower who demands a white or cream pompon for early December that will provide him with quality, production and reliability. Matures December 5.



Rosalind



Cameo

ALL VARIETIES LISTED ON THIS PAGE

\$2.50 per 10, \$15.00 per 100, \$125.00 per 1000

Novelty Chrysanthemums

MATADOR

A rich red anemone of large size and after the style of Crimson Glow. It improves that variety in every respect. The growth habit somewhat resembles that of Valencia except that it is not so vegetative. The stems are stiff and straight with the flower held rigidly and erect. The form is excellent, color is very bright and vivid. For disbudded sprays plant 7 x 8; pinch July 25th; grow 2 stems; 3 flowers per stem. As a single disbud, plant 7 x 8, last pinch August 5th; grow 3 stems. Matures December 5th.

PENROD

Medium-sized Pernet yellow. Very fine incurved form similar to the old variety Bonnaffon. Possesses good substance giving the variety good keeping as well as good shipping qualities. A free and easy grower with good stem and foliage. Will produce three blooms per plant with remarkable uniformity. A very attractive looking variety that should be useful to growers desiring moderate size together with excellent form and good substance. Matures Nov. 10th but can be easily held for a week later.

CAMBRIA

A free growing commercial variety of average size. Form very closely incurved. Color intense, golden bronze with a metallic sheen. Strong wiry stem and small foliage which seems to fill out and stiffen as the flowers mature. It is very easy to grow and quite resistant to disease. Produces two blooms to the plant very uniformly. Blooms possess excellent substance and ship extremely well. An excellent and profitable variety for both wholesale and retail grower. Matures Oct. 25th.



EUROPA

An intense cardinal red single of outstanding brilliance and exceptional substance. It may be grown either as a single disbud or as a disbudded spray. The color improves any existing red single. A very brilliant red on the inside of the petal and a gold on the reverse. Europa might be said to mark an epoch in red singles. Its growth habit is medium in vegetativeness. It is fairly easy to grow. The spray formation is stiff and rigid. It must be carefully spaced, carefully pruned and accurately disbudded. We believe it will well repay any man who will give it this kind of cultural treatment. Matures Nov. 5th.

AMBERLITE

A bright orange bronze single of excellent substance and easy culture. It is a good producer and a strong persistent grower that is not exacting in its cultural requirements. Does not require disbudding; best in natural sprays. Do not overcrowd; plant 7 x 8; grow 2 stems. Matures November 25th.

ORANGE BELLE

Small flowered pompon with good form and substance. Color reddish orange rust. Very free growing habit with small but very persistent foliage. Good spray formation on wiry stems which attain a good length. This variety is outstanding in growth and the attractiveness of its clean stems and foliage. We believe this will prove a profitable variety for the grower. Matures in late November and early December.

ALL VARIETIES LISTED ON THIS PAGE

\$2.50 per 10, \$15.00 per 100, \$125.00 per 1000

Novelty Chrysanthemums

METEORE

Large, round bloom on good stem with good foliage. We recommend this variety as a late yellow to bloom during mid-December. Holds well on the plant. Take terminal bud.

FLAMBEAU

Has the same golden bronze color as Dorothy Turner, but is a much better producer. The sprays are more slender, which makes them more serviceable for the retailer. We recommend this variety most highly. Heavy producer. Blooms November 5th.



ISOBEL

May be described as a pink Nuggets as it grows about the same height and blooms about the same date, November 1st. Good stiff spray. The color is a good solid shade of bright pink. Good for shading.



BRONZE MASTERPIECE

This is a bronze sport from the popular Masterpiece and should become as popular as the parent. Good for disbudding or grown in sprays. Blooms the middle of November.

ROSEUM

Large, incurved bloom with good stem and foliage. Grows 5 ft. from June planting. The color is a bright deep pink which does not fade with age. Take terminal bud. Blooms November 1st.



ALL VARIETIES LISTED ON THIS PAGE

\$2.00 per 10, \$12.00 per 100, \$100.00 per 1000

Novelty Chrysanthemums

GOLDSMITH

A large golden yellow pompon of Decorative Princeton type flower. Flowers attain a diameter of $2\frac{1}{2}$ — $3\frac{1}{2}$ ". Produces well formed sprays on strong stems of medium height when last pinch is made about August 1. An excellent variety to follow Princeton and bloom at Thanksgiving. Matures about November 20.

WINTERSET

An intermediate, lemon yellow pompon which blooms December 25. Attains a diameter of 2" and possesses good substance. Of medium height, from June planting with an August 5 pinch. The latest of the yellow pompons.

WHITE FREIDA

Clear white ray florets with a lemon yellow anemone center identical with that of its parent variety Freida. In all respects except color this variety is identical with Freida.

VIBRANT

A large decorative pompon. Matures about December 20th. Color is a brilliant deep lemon yellow. Flowers attain a diameter of about $2\frac{1}{2}$ " - 3" when fully developed. A vigorous grower. Very productive. Well suited to either raised bench or ground bed culture. Does not come blind. An outstanding late yellow pompon.

YELLOW BUSHNELL

Pernet yellow sport from Rev. Horace Bushnell. Produces well formed sprays. Not particular as to cultural requirements. Flowers November 8.

INDIANAPOLIS WHITE

This clear white sport from Indianapolis Pink has all the foliage and growth qualities of the parent variety. An excellent habit and form for a white mum. A quality mum for November 10th flowering.

APRICON

An intermediate, apricot yellow pompon possessing excellent form and substance. Matures November 25th on rigid stems of medium height when planted in late June and pinched about August 10. Flowers are 2" in diameter.

ALL VARIETIES LISTED ON THIS PAGE

\$1.50 per 10, \$8.00 per 100, \$75.00 per 1000



Goldsmith



Apricon

Large Flowering Varieties

YELLOW

Name and Description	Height	Matures	Price per	
			100	1000
GOLD LODE. Light golden yellow. Reflexed.	Medium	Aug. 25	Oct. 1	3.25 30.00
GOLDEN OCTOBER. Deep lemon yellow. Semi-incurved	Medium	Aug. 25	Oct. 10	3.25 30.00
CELESTRA. Lemon yellow. Incurved	Medium	Ter. Bud	Oct. 15	3.25 30.00
MRS. H. E. KIDDER. Deep lemon yellow. Incurved	Medium	Aug. 25	Oct. 20	3.25 30.00
YELLOW AMBASSADOR. Pale lemon yellow. Incurved. Sport from Ambassador	Medium	Ter. Bud	Oct. 25	3.25 30.00
BLAZING GOLD. Deep golden yellow. Incurved	Medium	Ter. Bud	Oct. 25	3.25 30.00
SUNFLOW. Golden yellow. Incurved	Medium	Aug. 25	Oct. 25	3.25 30.00
CITRONELLA. Light buff yellow. Incurved	Short	Aug. 31	Oct. 28	3.25 30.00
SARATOGA. Bright golden yellow. Incurved	Medium	Ter. Bud	Nov. 1	8.00 75.00
GOLDEN GLORY. Golden yellow. Semi-incurved	Short	Aug. 25	Nov. 1	3.25 30.00
GOOD NEWS. Deep lemon yellow. Incurved. Sport from Detroit News	Medium	Aug. 30	Nov. 1	3.25 30.00
CARDONIA. Deep golden yellow. Incurved	Medium	Sept. 5	Nov. 10	3.25 30.00
PENROD. Pernet yellow	Tall	Sept. 5	Nov. 10	15.00 125.00
WHITTIER. Lemon yellow. Incurved	Medium	Sept. 15	Nov. 13	3.25 30.00
YELLOW MONUMENT. Pale lemon yellow. Incurved. Sport from Monument	Medium	Sept. 10	Nov. 15	3.25 30.00
HONEY DEW. Lemon yellow. Incurved	Short	Ter. Bud	Nov. 15	3.25 30.00
JUBILEE. Light lemon yellow. Incurved	Short	Ter. Bud	Nov. 15	3.25 30.00
YELLOW MELO. Lemon yellow. Incurved	Tall	Sept. 20	Nov. 20	3.25 30.00
FRIENDLY RIVAL. Deep chrome yellow. Incurved	Medium	Sept. 10	Nov. 20	3.25 30.00
MARIE DE PETRIS. Deep golden yellow. Incurved	Short	Sept. 15	Nov. 23	3.25 30.00
SUNGOLD. Lemon yellow. Semi-incurved	Medium	Sept. 30	Nov. 25	3.25 30.00
GOLDEN PEARSON. (Leroy Zang). Light golden yellow. Incurved. Sport from Gladys Pearson	Medium	Sept. 30	Nov. 25	3.25 30.00
GOLDEN CHADWICK. Light golden yellow. Semi-incurved	Medium	Ter. Bud	Nov. 25	3.25 30.00
IMPROVED YELLOW CHATTANOOGA. Light lemon yellow. Incurved	Medium	Sept. 20	Nov. 25	3.25 30.00
R. M. CALKINS. Golden yellow. Semi-incurved	Medium	Sept. 20	Nov. 30	3.25 30.00
GOLDEN MRS. ROSS. Golden yellow. Incurved	Tall	Ter. Bud	Dec. 3	3.25 30.00
GOLDEN MISTLETOE. Pale golden yellow. Incurved	Medium	Sept. 30	Dec. 10	3.25 30.00
METEORE. Lemon yellow. Incurved	Medium	Ter. Bud	Dec. 10	12.00 100.00
IMPROVED TOBIN'S LATE YELLOW. Light lemon yellow. Semi-incurved. Sport from Tobin's Late Yellow	Short	Sept. 30	Dec. 15	3.25 30.00

WHITE

SMITH'S EARLY WHITE. Incurved	Tall	Aug. 10	Oct. 5	3.25 30.00
QUAKER MAID. White, tinged with pink. Reflexed	Medium	Aug. 25	Oct. 23	3.25 30.00
SILVER SHEEN. Incurved	Medium	Aug. 30	Oct. 18	3.25 30.00
AMBASSADOR. Cream white. Incurved	Medium	Ter. Bud	Oct. 15	3.25 30.00
ALBATROSS. Incurved	Medium	Ter. Bud	Nov. 1	3.25 30.00
SNOW WHITE. Incurved	Tall	Aug. 25	Nov. 1	3.25 30.00
BETSY ROSS. Ivory white. Incurved	Medium	Ter. Bud	Nov. 1	3.25 30.00

Large Flowering Varieties

WHITE—Continued

Name and Description	Height	Select Bud	Matures	Price per 1000	
CHAS. W. JOHNSON. Ivory white. Incurred	Medium	Sept. 10	Nov. 5	3.25	30.00
INDIANAPOLIS WHITE. Incurred	Medium	Ter. Bud	Nov. 8	8.00	75.00
JEAN ELIZABETH. Creamy white	Medium	Ter. Bud	Nov. 15	8.00	75.00
MONUMENT. Ivory white. Incurred	Medium	Sept. 10	Nov. 15	3.25	30.00
MARKETEER. Incurred	Medium	Ter. Bud	Nov. 18	3.25	30.00
MEFO. Ivory white. Incurred	Medium	Sept. 20	Nov. 20	3.25	30.00
WHITE FRICK. White suffused with pink. Incurred. Sport from Helen Frick	Short	Sept. 10	Nov. 25	3.25	30.00
CHATTANOOGA. Incurred	Medium	Sept. 20	Nov. 25	3.25	30.00
WHITE CHADWICK. White suffused with pink. Semi- Incurred	Medium	Ter. Bud	Nov. 25	3.25	30.00
FRIGIDA. Incurred	Medium	Ter. Bud	Dec. 1	12.00	100.00
DECEMBER GLORY. Ivory white. Incurred	Tall	Sept. 30	Dec. 1	3.25	30.00
IMPROVED DECEMBER BEAUTY. Incurred. Sport from December Beauty	Medium	Oct. 1	Dec. 8	3.25	30.00
WHITE MISTLETOE. Incurred	Medium	Sept. 30	Dec. 10	3.25	30.00
SMITH'S LATE WHITE. Ivory white. Semi-incurred	Short	Sept. 30	Dec. 15	3.25	30.00

BRONZE

BRONZE LODGE. Pale buff bronze. Reflexed. Sport from Gold Lodge	Medium	Aug. 25	Oct. 1	3.25	30.00
INDIANOLA. Pale reddish bronze. Incurred	Medium	Aug. 25	Oct. 10	3.25	30.00
HILDA BERGEN. Dark reddish bronze. Incurred	Medium	Aug. 25	Oct. 25	3.25	30.00
ALAMEDA. Reddish bronze with buff reverse. Incurred	Short	Ter. Bud	Oct. 25	8.00	75.00
CAMBRIA. Golden bronze	Medium	Aug. 25	Oct. 25	15.00	125.00
GLITTERS. Deep reddish orange. Reflexed	Medium	Ter. Bud	Oct. 28	3.25	30.00
APRICOT QUEEN. Orange bronze. Incurred	Short	Sept. 5	Nov. 1	3.25	30.00
DETROIT NEWS. Reddish bronze with buff reverse. Incurred	Medium	Aug. 30	Nov. 1	3.25	30.00
INDIANAPOLIS BRONZE. Buff bronze suffused with pink. Incurred	Medium	Ter. Bud	Nov. 8	6.00	50.00
INDIAN CHIEF. Deep reddish bronze with golden buff reverse. Incurred	Medium	Sept. 5	Nov. 10	3.25	30.00
MRS. A. J. STAHELIN. Reddish bronze. Incurred	Medium	Ter. Bud	Nov. 15	3.25	30.00
GLADYS PEARSON. Light buff bronze. Incurred	Medium	Sept. 30	Nov. 25	3.25	30.00
OAK LEAF. Light reddish bronze. Incurred	Medium	Sept. 30	Nov. 25	3.25	30.00
BRONZE FRICK. Light bronze suffused with pink. In- curred. Sport from Helen Frick	Short	Sept. 10	Nov. 25	3.25	30.00
BRONZE MISTLETOE. Buff bronze suffused with pink. Incurred	Medium	Sept. 30	Dec. 10	3.25	30.00

Large Flowering Varieties

PINK

Name and Description	Height	Select Bud	Matures	Price per	
				100	1000
LUSTRE, Light lavender, Incurved	Short	Aug. 25	Oct. 10	3.25	30.00
PINK CHIEF, Lavender, Incurved	Tall	Ter. Bud	Oct. 15	3.25	30.00
JUSTRITE, Light rose pink, Incurved	Short	Ter. Bud	Oct. 15	3.25	30.00
ROSE GLORY, Deep lavender, Incurved	Medium	Ter. Bud	Oct. 20	3.25	30.00
MAJOR ED. BOWES, Deep lavender, Incurved	Medium	Aug. 30	Oct. 20	3.25	30.00
OCTOBER ROSE, Light lavender, Incurved	Medium	Sept. 5	Oct. 20	3.25	30.00
ROSABELLA, Rose pink, Incurved	Medium	Ter. Bud	Oct. 25	6.00	50.00
ROSEUM, Deep lavender, Incurved	Medium	Ter. Bud	Nov. 1	12.00	100.00
J. W. PRINCE, Rose pink, Incurved	Short	Aug. 30	Nov. 5	3.25	30.00
INDIANAPOLIS PINK, Deep lavender with pale reverse, Incurved	Medium	Ter. Bud	Nov. 8	3.25	30.00
ORCHID QUEEN, Orchid pink, Incurved	Medium	Ter. Bud	Nov. 15	3.25	30.00
DR. ENGUEHARD, Deep lavender, Incurved	Medium	Sept. 5	Nov. 20	3.25	30.00
PETER JOHN, Deep rose pink, Reflexed, Sport from Thanksgiving Pink	Short	Sept. 15	Nov. 23	3.25	30.00
THANKSGIVING PINK, Amaranth, Reflexed	Short	Sept. 15	Nov. 23	3.25	30.00
DISTINCTION, Lavender, Incurved	Medium	Ter. Bud	Nov. 25	3.25	30.00
HELEN FRICK, Rose pink, Incurved	Medium	Sept. 10	Nov. 25	3.25	30.00
EDWIN SEIDEWITZ, Lavender, Incurved	Tall	Sept. 15	Nov. 30	3.25	30.00
PINK MISTLETOE, Lavender, Incurved	Medium	Sept. 30	Dec. 10	3.25	30.00

RED

MRS. DAVID F. ROY, Crimson with deep buff reverse, Incurved	Short	Sept. 15	Nov. 8	3.25	30.00
GARNET KING, Dark red, Reflexed	Medium	Sept. 20	Nov. 18	3.25	30.00
HARVARD, Deep red, Reflexed	Medium	Sept. 30	Nov. 30	3.25	30.00
MOHAWK CHIEF, Deep red, Reflexed	Medium	Oct. 1	Nov. 30	3.25	30.00

Exhibition Varieties

YELLOW

Name and Description	Height	Select Bud	Matures	Price per	
				100	1000
YELLOW TURNER, Incurved	Medium	Aug. 25	Nov. 5	6.00	50.00
YELLOW POCKETT, Incurved	Medium	Aug. 15	Nov. 8	8.00	75.00

WHITE

WILLIAM TURNER, Incurved	Medium	Aug. 25	Nov. 5	6.00	50.00
LOUISA POCKETT, Incurved	Medium	Aug. 15	Nov. 8	8.00	75.00

BRONZE & RED

GRACE STURGIS, Wine red with pinkish silver reverse, Reflexed	Tall	Aug. 25	Nov. 1	6.00	50.00
RED MAJESTIC, Bronzy red, Reflexed	Short	Aug. 25	Nov. 1	8.00	75.00
BRONZE TURNER, Light bronze, Incurved	Medium	Aug. 25	Nov. 5	6.00	50.00
IMPROVED W. H. WAITE, Deep reddish bronze, Reflexed	Short	Aug. 15	Nov. 5	6.00	50.00

PINK

PINK TURNER, (Mrs. Leslie Davis), Incurved	Medium	Aug. 25	Nov. 5	6.00	50.00
THOS. W. POCKETT, Light lavender, Semi-incurved	Medium	Aug. 15	Nov. 8	8.00	75.00
VERMONT, Light rose pink, Reflexed	Tall	Aug. 25	Nov. 8	8.00	75.00
DARK PINK THOS. POCKETT, Lavender	Medium	Aug. 15	Nov. 8	15.00	125.00

Pompon and Decorative Varieties

The term pompon is applied to those varieties which are of the true rounded type, and those very nearly approaching this type.

Decorative varieties are those which are a distinct departure from the rounded type. Their flowers are less compact, partly reflexed and display more of the color of the inner side of the petals. Size of flower is indicated by S—small; Int.—intermediate; L—Large.

YELLOW

Name and Description	Height	Size & Type	Matures	Price per 100	Price per 1000
YELLOW IRENE. Light lemon yellow. Sport from Irene	Short	S. Pom.	Oct. 18	3.25	30.00
RODELL IMPROVED. Light lemon yellow	Short	Int. Pom.	Oct. 20	3.25	30.00
GOLD FINCH. Golden yellow	Medium	Int. Pom.	Oct. 20	3.25	30.00
GOLDEN SPRAY. Deep lemon yellow	Medium	Int. Pom.	Oct. 23	3.25	30.00
*GOLDEN HERALD. Deep golden yellow	Medium	L. Dec.	Oct. 25	3.25	30.00
CORA PECK BUHL. Light buff yellow	Tall	Int. Pom.	Oct. 25	3.25	30.00
YELLOW DOT. Yellow with bronze center. Sport from Pink Dot	Medium	Int. Pom.	Oct. 25	3.25	30.00
MARY LENNON HALL. (Vera Victoria). Deep lemon yellow	Tall	Int. Pom.	Nov. 1	3.25	30.00
YELLOW ARCADIA. Pernet yellow	Medium	Int. Pom.	Nov. 1	8.00	75.00
YELLOW SEA GULL. Pale lemon yellow. Sport from Sea Gull	Tall	Int. Pom.	Nov. 1	3.25	30.00
*YELLOW DOTY. Buff yellow	Medium	L. Pom.	Nov. 1	3.25	30.00
NUGGETS. Light lemon yellow	Short	S. Pom.	Nov. 5	3.25	30.00
YELLOW BUSHNELL. Pernet yellow. Sport from Rev. Bushnell	Tall	Int. Pom.	Nov. 8	8.00	75.00
DERIGOLD. Deep golden yellow	Medium	Int. Pom.	Nov. 10	3.25	30.00
YELLOW NEW YORK. Deep lemon yellow. Sport from New York	Medium	S. Pom.	Nov. 13	3.25	30.00
GOLDEN SPLENDOR. Golden yellow	Medium	Int. Pom.	Nov. 15	3.25	30.00
YELLOW FELLOW. Deep lemon yellow	Medium	Int. Dec.	Nov. 15	3.25	30.00
LOIS. Deep golden yellow	Medium	S. Pom.	Nov. 18	3.25	30.00
HASEGAWA GOLD. Light golden yellow	Medium	Int. Pom.	Nov. 23	3.25	30.00
*GOLDSMITH. Golden yellow	Medium	Int. Dec.	Nov. 25	8.00	75.00
GOLDEN SCEPTRE. Lemon yellow	Tall	Int. Pom.	Nov. 25	3.25	30.00
*YELLOW YULETIDE. Pale lemon yellow	Short	Int. Pom.	Nov. 28	3.25	30.00
CHRISTMAS GOLD. Deep golden yellow	Medium	S. Pom.	Nov. 28	3.25	30.00
YELLOW CORDOVA. Lemon yellow. Sport from Cordova	Medium	Int. Dec.	Nov. 30	3.25	30.00
GOLD COIN. (Unalga). Deep lemon yellow	Medium	Int. Pom.	Dec. 1	3.25	30.00
YUVAWN. Buff yellow	Medium	Int. Pom.	Dec. 3	3.25	30.00
GOLDEN MODENA. Deep lemon yellow. Sport from Modena	Medium	Int. Pom.	Dec. 5	3.25	30.00
BUTTERCUP. Deep lemon yellow	Tall	Int. Pom.	Dec. 10	3.25	30.00
YELLOW SILVER STAR. Pale lemon yellow. Sport from Silver Star	Tall	Int. Pom.	Dec. 10	3.25	30.00
DECEMBER GOLD. Deep golden yellow	Medium	Int. Dec.	Dec. 15	4.00	37.50
CHRISTMAS CHEER. Buff yellow	Medium	Int. Pom.	Dec. 15	3.25	30.00
VIBRANT. Deep lemon yellow	Medium	Int. Dec.	Dec. 20	8.00	75.00
WINTERSET. Lemon yellow	Medium	Int. Pom.	Dec. 25	8.00	75.00
YELLOW SNOW. Pernet yellow. Sport from Snow	Medium	Int. Pom.	Dec. 30	15.00	125.00

Pompon and Decorative Varieties

WHITE

Name and Description	Height	Size & Type	Matures	Price per	
				100	1000
*UVALDA. Cream white	Medium	Int. Pom.	Oct. 10	3.25	30.00
WHITE JEWELL. White tinged with light lavender	Short	S. Pom.	Oct. 15	3.25	30.00
*SILVER BALL.	Medium	L. Pom.	Oct. 15	3.25	30.00
IRENE	Short	S. Pom.	Oct. 18	3.25	30.00
MINONG	Medium	S. Pom.	Oct. 20	3.25	30.00
SILVER BELLS	Medium	S. Pom.	Oct. 23	3.25	30.00
ARCADIA	Medium	Int. Pom.	Oct. 28	3.25	30.00
SEA GULL. Cream white	Tall	Int. Pom.	Nov. 1	3.25	30.00
MARY PICKFORD	Short	S. Pom.	Nov. 1	3.25	30.00
*WHITE DOTY. Ivory white	Medium	L. Pom.	Nov. 1	3.25	30.00
REV. HORACE BUSHNELL. Cream white	Tall	Int. Pom.	Nov. 8	3.25	30.00
CRYSTAL JEWELL	Tall	S. Pom.	Nov. 8	3.25	30.00
CHICAGO. PEARL. Ivory white	Medium	Int. Pom.	Nov. 8	3.25	30.00
BOBBIE	Medium	S. Pom.	Nov. 18	3.25	30.00
PEARL	Tall	Int. Pom.	Nov. 20	4.00	37.50
*WHITE YULETIDE	Short	Int. Pom.	Nov. 28	3.25	30.00
CORDOVA. Cream white	Medium	Int. Dec.	Nov. 30	3.25	30.00
CAMEO. Ivory white	Medium	Intermed.	Dec. 5	15.00	125.00
ROYAL QUEEN	Medium	Int. Pom.	Dec. 5	3.25	30.00
SILVER STAR. Ivory white	Tall	Int. Pom.	Dec. 10	3.25	30.00
DECEMBER GLORY. Ivory white	Medium	Int. Dec.	Dec. 15	3.25	30.00
SNOW. Ivory white	Medium	Int. Pom.	Dec. 30	4.00	37.50

BRONZE

CLARA JAMESON. Dark reddish bronze	Medium	S. Pom.	Oct. 15	3.25	30.00
BONNIBELL. Light buff bronze	Short	S. Pom.	Oct. 15	3.25	30.00
ROMAN BRONZE. Bronze suffused with pink. Sport from Capt. Cook	Tall	Int. Pom.	Oct. 20	3.25	30.00
CARLINA LEE. Reddish bronze	Medium	Int. Dec.	Oct. 20	3.25	30.00
ADELAIDE. Dark reddish bronze	Medium	S. Pom.	Oct. 23	3.25	30.00
*JEMIMA. Dark reddish bronze	Medium	Int. Pom.	Oct. 23	3.25	30.00
ETHEL. Reddish bronze	Medium	S. Pom.	Oct. 25	3.25	30.00
FIREBIRD. Dark reddish bronze	Medium	Int. Dec.	Oct. 25	3.25	30.00
*BRONZE DOTY. Light reddish bronze	Medium	Int. Pom.	Nov. 1	3.25	30.00
ELIZABETH PETERSON. Light orange bronze	Medium	Int. Dec.	Nov. 3	3.25	30.00
BRONZE BULKELEY. Bronze sport from Mrs. Bulkeley	Tall	Int. Pom.	Nov. 8	8.00	75.00
PEGGY POESCH. Pale buff orange	Medium	L. Dec.	Nov. 10	3.25	30.00
NEW YORK. Reddish bronze	Medium	S. Pom.	Nov. 13	3.25	30.00
*BRONZE MASTERPIECE. Apricot bronze. Sport from Masterpiece	Medium	Int. Pom.	Nov. 15	12.00	100.00
FEZ. Deep reddish bronze	Medium	S. Pom.	Nov. 15	3.25	30.00
FLAMBEAU. Golden bronze	Medium	S. Pom.	Nov. 15	12.00	100.00
PRINCETON. Golden yellow suffused with orange	Medium	Int. Dec.	Nov. 15	3.25	30.00
NOVEMBER BRONZE. Orange bronze	Medium	Int. Pom.	Nov. 18	3.25	30.00
CATHERINE. Light reddish bronze	Medium	Int. Dec.	Nov. 20	3.25	30.00
LEGAL TENDER. Bronze and Gold	Medium	Int. Dec.	Nov. 20	3.25	30.00
APRICON. Apricot yellow	Medium	Int. Pom.	Nov. 25	8.00	75.00
BRONZE BEAUTY. Deep reddish bronze	Medium	Int. Pom.	Nov. 25	3.25	30.00
DOROTHY TURNER. Deep reddish bronze	Medium	Int. Pom.	Nov. 25	3.25	30.00
BRISTOLITE. Deep orange bronze	Medium	Int. Pom.	Nov. 25	3.25	30.00
ORANGE BELLE. Reddish orange rust	Medium	Int. Pom.	Nov. 28	15.00	125.00
GLOW. Orange, reddish orange at center	Medium	Int. Pom.	Nov. 30	3.25	30.00
WILDFIRE. Orange rust	Medium	Int. Dec.	Dec. 3	3.25	30.00
HARMONY. Red orange with brown shading	Medium	Int. Pom.	Dec. 5	3.25	30.00
CAYALCADE. Mandarin red. Golden bronze reverse	Medium	Int. Pom.	Dec. 10	3.25	30.00
BRONZE PROSPERITY. Orange bronze.	Medium	Int. Pom.	Dec. 10	15.00	125.00

Pompon and Decorative Varieties

PINK

Name and Description	Height	Size & Type	Matures	Price per 1000	
JEWELL. Lavender	Short	S. Pom.	Oct. 15	3.25	30.00
DARK PINK JEWELL. Deep lavender. Sport from Jewell	Short	S. Pom.	Oct. 15	3.25	30.00
PINK PEARL. Rose pink	Medium	S. Pom.	Oct. 20	3.25	30.00
CAPT. COOK. Deep rose pink	Tall	Int. Pom.	Oct. 20	3.25	30.00
PERSIAN ROSE. Deep rose pink	Short	Int. Pom.	Oct. 23	3.25	30.00
JESSIE (MADELINE). Light lavender	Medium	Int. Pom.	Oct. 25	3.25	30.00
NELLIE KLERIS. Lavender	Tall	L. Pom.	Oct. 25	3.25	30.00
PINK DOT. White with pink center	Medium	Int. Pom.	Oct. 25	3.25	30.00
RIISING SUN. Cream white with salmon pink center	Medium	Int. Pom.	Oct. 28	3.25	30.00
ISOBEL. Light lavender	Short	S. Pom.	Nov. 1	12.00	100.00
*IRENE RICH. Light rose pink	Medium	L. Pom.	Nov. 1	3.25	30.00
*LILLIAN DOTY. Pale rose pink	Medium	L. Pom.	Nov. 1	3.25	30.00
*ROSE CHARM. Lavender	Medium	L. Pom.	Nov. 1	3.25	30.00
MRS. MORGAN G. BULKELEY. Light rose pink suffused with orchid lavender	Tall	Int. Pom.	Nov. 8	3.25	30.00
*THYRA. Lavender	Medium	L. Pom.	Nov. 10	3.25	30.00
SILVER TIPS. Deep lavender with silver tips	Medium	Int. Pom.	Nov. 13	3.25	30.00
*MASTERPIECE. Tourmaline pink	Medium	Int. Pom.	Nov. 15	3.25	30.00
WESTERN BEAUTY. Rose pink	Short	Int. Dec.	Nov. 20	3.25	30.00
USONA. Lavender	Medium	Int. Pom.	Nov. 25	3.25	30.00
PAGOSA. Amaranth	Medium	Int. Pom.	Dec. 5	3.25	30.00
AMARANTHEA. Amaranth	Medium	Int. Pom.	Dec. 10	3.25	30.00
TONQUIN. Deep lavender	Medium	Int. Pom.	Dec. 10	3.25	30.00
PROSPERITY. Deep lavender	Medium	Int. Dec.	Dec. 10	4.00	37.50
PINK TREASURE ISLAND. Light lavender	Medium	Int. Dec.	Dec. 20	3.25	30.00

RED

NATOMA. Flame scarlet	Short	Int. Dec.	Oct. 25	4.00	37.50
ROBIN HOOD. Dark red	Medium	S. Pom.	Nov. 5	3.25	30.00
MRS. MARY HOOKER. Deep red	Tall	L. Dec.	Nov. 15	3.25	30.00
RED PRINCETON. Brazil red	Medium	Int. Dec.	Nov. 15	3.25	30.00
RED BRISTOLITE. Medium red. Sport from Bristolite.	Medium	Intermed.	Nov. 25	15.00	125.00
ROYAL CRIMSON. Dark crimson	Medium	L. Dec.	Dec. 1	3.25	30.00

Odd Formed—Feathery and Threadlike Varieties

Name and Description	Height	Select Bud	Matures	Price per 1000	
GOLDEN PRIDE. Golden yellow	Short	Ter. Bud	Nov. 1	6.00	50.00
YAMABUKI. Yellow	Medium	Ter. Bud	Nov. 1	6.00	50.00
KAY TASHIMA. White	Medium	Ter. Bud	Nov. 1	6.00	50.00
OHKWAN. Lemon yellow	Medium	Ter. Bud	Nov. 1	6.00	50.00
BUTTERFLY. Yellow	Tall	Ter. Bud	Nov. 5	6.00	50.00
PEGGY ANN HOOVER. Light rose pink	Short	Ter. Bud	Nov. 5	6.00	50.00
SILVER DROPS. White	Short	Ter. Bud	Nov. 10	6.00	50.00
YOMEI. Golden yellow with red spoon tips	Medium	Ter. Bud	Nov. 10	6.00	50.00
UNIQUE. Amaranth red	Tall	Ter. Bud	Dec. 1	6.00	50.00

Single - Daisy Type - Varieties

YELLOW

Name and Description	Height	Size	Matures	Price per	
				100	1000
YELLOW DAISY. Deep lemon yellow	Medium	Intermed.	Oct. 25	3.25	30.00
GRETCHEN PIPER. Lemon yellow	Medium	Intermed.	Nov. 1	3.25	30.00
*GOLDEN MENSA. Pale lemon yellow	Medium	Intermed.	Nov. 10	3.25	30.00
SUNNY BOY. Pale buff yellow	Medium	Intermed.	Nov. 15	3.25	30.00
*JANE. Buff yellow. Sport from Valencia	Tall	Large	Nov. 30	3.25	30.00
FAWN. Deep buff yellow	Medium	Intermed.	Dec. 5	4.00	37.50

WHITE

*WHITE MENSA. Ivory white	Medium	Intermed.	Nov. 10	3.25	30.00
YUKON	Tall	Intermed.	Dec. 10	8.00	75.00

BRONZE

BRONZE DAISY. Light bronze	Medium	Intermed.	Oct. 25	3.25	30.00
*ABSOLUTE. Scarlet bronze with yellow center	Medium	Intermed.	Nov. 1	3.25	30.00
BRONZE BUCKINGHAM. Light orange bronze	Short	Intermed.	Nov. 3	3.25	30.00
*MASON'S BRONZE. Burnt orange	Short	Large	Nov. 10	3.25	30.00
*MELBA. Light reddish bronze	Short	Large	Nov. 15	3.25	30.00
VAGABOND. Apricot buff	Medium	Intermed.	Nov. 15	8.00	75.00
AFTERLOW. Rust bronze	Medium	Intermed.	Nov. 20	8.00	75.00
AMBERLITE. Light orange bronze	Medium	Intermed.	Nov. 25	15.00	125.00
*SUNBURST. Sunburst orange	Medium	Large	Nov. 25	3.25	30.00
VIKING. Deep reddish bronze shading to orange	Medium	Intermed.	Dec. 1	4.00	37.50
SONATA. Orange bronze	Medium	Intermed.	Dec. 5	15.00	125.00

PINK

W. H. BUCKINGHAM. Rose pink	Short	Intermed.	Nov. 3	3.25	30.00
FAIRY QUEEN. Orchid pink	Short	Intermed.	Nov. 15	3.25	30.00
HASEGAWA PINK. Lavender	Medium	Intermed.	Nov. 25	3.25	30.00
*VALENCIA. Orchid pink	Tall	Large	Nov. 30	3.25	30.00
*DARK PINK VALENCIA. Deep orchid pink	Tall	Large	Nov. 30	4.00	37.50
ROSALIND. Medium pink	Tall	Intermed.	Dec. 20	15.00	125.00

RED

*RED ROVER. Crimson orange	Short	Large	Nov. 5	3.25	30.00
RED DAISY. Deep red	Medium	Intermed.	Nov. 5	3.25	30.00
*EUROPA. Cardinal red	Medium	Large	Nov. 5	15.00	125.00
TAGOYA. Brilliant Goya red	Short	Intermed.	Nov. 10	3.25	30.00
*CLARA HOLFORD. Deep red	Medium	Large	Nov. 10	3.25	30.00
*MASON'S RED. Crimson with orange center. Sport from Mason's bronze	Short	Large	Nov. 10	8.00	75.00
*RED MELBA. Light red	Short	Large	Nov. 15	3.25	30.00
FLAMINGO. Scarlet with yellow center	Medium	Intermed.	Nov. 20	8.00	75.00
*CARNELIA. Bittersweet red	Short	Large	Nov. 30	3.25	30.00
BLAZE. Deep scarlet red	Tall	Intermed.	Dec. 10	4.00	37.50
SARONG. Bright crimson scarlet	Medium	Intermed.	Dec. 15	8.00	75.00

* Responds to disbudding.

Anemone Flowered Varieties

YELLOW

Name and Description	Height	Size	Matures	Price per	
				100	1000
YELLOW BLANCHE. Pale lemon yellow. Sport from Blanche	Medium	Intermed.	Nov. 1	3.25	30.00
*HELIOS. Deep golden yellow	Medium	Large	Nov. 10	3.25	30.00
SUNRAY. Light lemon yellow	Medium	Intermed.	Nov. 15	3.25	30.00
*SUSANNE MILLER. Buff yellow. Sport from Norma.	Tall	Large	Nov. 18	3.25	30.00
*YELLOW ROLINDA. Light buff yellow. Sport from Rolinda	Medium	Intermed.	Nov. 23	3.25	30.00
SUNBRITE. Lemon yellow	Short	Small	Nov. 25	12.00	100.00
*CITRUS QUEEN. Lemon orange	Medium	Large	Nov. 25	3.25	30.00
*GLEAM. Deep lemon yellow	Medium	Large	Dec. 5	4.00	37.50
*YELLOW SUPREME. Buff yellow suffused with pink. Sport from Pink Supreme	Medium	Large	Dec. 10	3.25	30.00
YELLOW GARZA SUPREME. Pale lemon yellow.	Short	Intermed.	Dec. 15	3.25	30.00

WHITE

*GRACELAND. White with yellow center	Medium	Intermed.	Oct. 28	3.25	30.00
*WHITE ANEMONE	Tall	Intermed.	Nov. 5	3.25	30.00
*SHASTA	Medium	Intermed.	Nov. 8	6.00	50.00
*LITTLE AMERICA	Medium	Intermed.	Nov. 10	3.25	30.00
*IRENE HAYES	Medium	Large	Nov. 15	4.00	37.50
*WHITE FREIDA. White with yellow cushion	Medium	Large	Nov. 15	8.00	75.00
*WHITE NORMA. White suffused with pink	Tall	Large	Nov. 18	3.25	30.00
EARLY GARZA SUPREME	Short	Intermed.	Nov. 25	3.25	30.00
*WHITE SUPREME. White suffused with pink	Medium	Large	Dec. 10	3.25	30.00
GARZA SUPREME	Short	Intermed.	Dec. 15	3.25	30.00

BRONZE

*BRONZE TUXEDO. Light buff suffused with pink. Sport from Tuxedo	Medium	Large	Nov. 10	3.25	30.00
*CORASCOVIL. Burnt orange with low golden cushion	Medium	Large	Nov. 10	4.00	37.50
*BRONZE FREIDA. Salmon buff with yellow center. Sport from Freida	Medium	Large	Nov. 15	8.00	75.00
*ESTRELITA. Deep buff bronze	Medium	Large	Nov. 20	3.25	30.00
*ROLINDA. Pale reddish bronze	Medium	Intermed.	Nov. 23	3.25	30.00
*RED ROLINDA. Deep reddish bronze. Sport from Rolinda	Medium	Intermed.	Nov. 23	3.25	30.00
YOLANDA. Pale orange bronze	Medium	Small	Nov. 25	3.25	30.00
*CORAL BLAZE. Deep orange bronze	Short	Large	Dec. 1	3.25	30.00
CHROME EMERALD. Golden orange with gold cushion	Short	Intermed.	Dec. 1	3.25	30.00
*BRONZE SUPREME. Light bronze suffused with pink.	Medium	Large	Dec. 10	3.25	30.00

* Good disbudded.

Anemone Flowered Varieties

PINK

Name and Description	Height	Size	Matures	Price per	
				100	1000
*BETTY ROSE. Lavender	Medium	Large	Oct. 25	3.25	30.00
*TOPKNOT. Amaranth with cream white cushion....	Medium	Intermed.	Nov. 5	3.25	30.00
LINDA LOU. Lavender	Medium	Intermed.	Nov. 8	6.00	50.00
*ELSA PIEL. Light Lavender	Medium	Large	Nov. 10	3.25	30.00
*TUXEDO. Rose pink	Medium	Large	Nov. 10	3.25	30.00
ORCHID BEAUTY. Orchid with golden cushion....	Medium	Intermed.	Nov. 15	3.25	30.00
*FREIDA. Light lavender with yellow cushion.....	Medium	Large	Nov. 15	3.25	30.00
*DARK PINK FREIDA. Dark pink. Sport from Freida...	Medium	Large	Nov. 15	8.00	75.00
*NORMA. Orchid pink petals with salmon cushion....	Tall	Intermed.	Nov. 18	3.25	30.00
*DARK PINK NORMA. Deep lavender. Sport from Norma	Tall	Intermed.	Nov. 18	3.25	30.00
PURPLE DAISY. Deep amaranth	Medium	Small	Nov. 20	12.00	100.00
*LONG ISLAND BEAUTY. Pale pink with yellow cushion	Medium	Large	Nov. 20	3.25	30.00
*BEAUTIFUL LADY. Deep lavender rays with cream white cushion	Short	Large	Nov. 25	3.25	30.00
*DARK PINK SUPREME. Lavender. Sport from Pink Supreme	Medium	Large	Dec. 10	3.25	30.00

RED

*THE TITIAN. Scarlet crimson with bronze red cushion	Medium	Large	Nov. 10	3.25	30.00
*CRIMSON GLOW. Crimson maroon	Medium	Intermed.	Nov. 25	3.25	30.00
*MATADOR. Maroon	Medium	Large	Dec. 5	15.00	125.00

Cascade Varieties

Name and Description	Size & Type	Matures	Price per	
			100	1000
ANNA. White	S. Sing.	Oct. 30	6.00	50.00
JANE HARTE. Light lemon yellow	S. Sing.	Oct. 30	6.00	50.00
CHUSHIN. Bright red with yellow center	S. Sing.	Oct. 30	6.00	50.00
FIREFALL. Deep red	S. Sing.	Oct. 30	6.00	50.00
LILAC VEIL. Purple	S. Anem.	Oct. 30	6.00	50.00
MRS. HAILMAN. Light lavender	S. Sing.	Oct. 30	6.00	50.00

Pot Plant Varieties

The varieties listed below include those of all types which have been found most suitable for pot culture. Types are indicated by Sing.—Single; Anem.—Anemone; Dec.—Decorative; Pom.—Pompon and Inc.—Incurved. Size of flower is indicated by S—Small; Int.—Intermediate; L—Large and L. F.—Large Flowering Commercial.

YELLOW

Name and Description	Size & Type	Spray or Disbud	Blooming Date	Price per	
				100	1000
EARLY YELLOW. Light golden yellow.....	S. Pom.	Spray	Sept. 15	3.25	30.00
POMPONETTE. Primrose yellow.....	Int. Pom.	Spray	Sept. 20	7.00	65.00
GOLD LODGE. Light golden yellow.....	L. F. Dec.	Disbud	Oct. 1	3.25	30.00
GOLDEN SPRAY. Deep lemon yellow.....	Int. Pom.	Spray	Oct. 15	3.25	30.00
CINCINNATI. Golden yellow.....	L. Pom.	Disbud	Oct. 20	4.00	37.50
RODELL IMPROVED. Light lemon yellow.....	S. Pom.	Spray	Oct. 20	3.25	30.00
JUDITH ANDERSON. Golden yellow.....	S. Pom.	Spray	Oct. 25	3.25	30.00
YELLOW CAPRICE. Pale lemon yellow.....	Int. Dec.	Disbud			
		or Spray	Oct. 25	3.25	30.00
SMITH'S SUPERLATIVE. Deep golden yellow....	L. F. Dec.	Disbud	Oct. 25	3.25	30.00
NUGGETS. Light lemon yellow.....	S. Pom.	Spray	Oct. 25	3.25	30.00
YELLOW IZOLA. Buff yellow.....	S. Anem.	Disbud	Nov. 1	3.25	30.00
OHIO STATE. Light lemon yellow.....	Int. Anem.	Disbud	Nov. 1	3.25	30.00
GOLDEN GLORY. Golden yellow.....	L. F. Inc.	Disbud	Nov. 1	3.25	30.00
LILA LILLY. Lemon yellow.....	Int. Anem.	Disbud	Nov. 10	4.00	37.50
YELLOW BEAUTY. Golden yellow.....	L. Pom.	Disbud	Nov. 10	3.25	30.00
LOIS. Deep golden yellow.....	S. Pom.	Spray	Nov. 15	3.25	30.00
SUNRAY. Light lemon yellow.....	S. Anem.	Spray	Nov. 15	3.25	30.00
YELLOW FELLOW. Deep lemon yellow.....	Int. Dec.	Disbud			
		or Spray	Nov. 18	3.25	30.00
BONNAFFON DELUXE. Golden yellow.....	L. F. Inc.	Disbud	Nov. 20	3.25	30.00
BRIGHT LIGHT. Light lemon yellow.....	L. Dec.	Disbud	Nov. 20	3.25	30.00
YELLOW ROLINDA. Light buff yellow.....	Int. Anem.	Disbud			
		or Spray	Nov. 20	3.25	30.00
SUN GOLD. Lemon yellow.....	L. F. Dec.	Disbud	Nov. 25	3.25	30.00
SUNSHINE. Deep golden yellow.....	Int. Anem.	Disbud	Nov. 25	3.25	30.00

WHITE

WHITE JEWELL. White tinged with light lavender	S. Pom.	Spray	Oct. 10	3.25	30.00
IRENE.....	S. Pom.	Spray	Oct. 15	3.25	30.00
CHRISTINA.....	L. F. Inc.	Disbud	Oct. 20	3.25	30.00
GRACELAND. White with yellow center.....	Int. Anem.	Disbud			
		or Spray	Oct. 25	3.25	30.00
MARY PICKFORD.....	S. Pom.	Spray	Nov. 1	3.25	30.00
WHITE IZOLA. Sport from Izola.....	S. Anem.	Disbud	Nov. 1	3.25	30.00
RICHARD MANDEL.....	L. Pom.	Disbud	Nov. 10	3.25	30.00

RED

RED IZOLA. Amaranth red.....	S. Anem.	Disbud	Nov. 1	3.25	30.00
RUSTIC. Brazil red.....	S. Anem.	Disbud	Nov. 25	8.00	75.00
HARVARD. Deep red.....	L. F. Dec.	Disbud	Nov. 30	3.25	30.00

Pot Plant Varieties

BRONZE

Name and Description	Size & Type	Spray or Disbud	Blooming Date	Price per 100 1000	
EARLY BRONZE. Orange bronze	S. Pom.	Spray	Sept.	3.25	30.00
BRONZE LODGE. Pale buff bronze	L. F. Dec.	Disbud	Oct. 1	3.25	30.00
BONNIBELL. Light buff bronze	S. Pom.	Spray	Oct. 15	3.25	30.00
THORINA. Reddish bronze	Int. Pom.	Spray	Oct. 20	3.25	30.00
CARLINA LEE. Reddish bronze	Int. Dec.	Disbud	Oct. 20	3.25	30.00
KATHLEEN THOMPSON. Bronze	Int. Dec.	Disbud	Oct. 25	3.25	30.00
ETHEL. Reddish bronze	S. Pom.	Spray	Oct. 25	3.25	30.00
AUTUMN GLOW. Deep coral bronze	Int. Dec.	Disbud			
		or Spray	Nov. 1	3.25	30.00
GLITTERS. Deep reddish orange	L. F. Dec.	Disbud	Nov. 1	3.25	30.00
BRONZE BUCKINGHAM. Light orange bronze	Int. Sing.	Disbud			
		or Spray	Nov. 5	3.25	30.00
MELBA. Light reddish bronze	L. Sing.	Disbud	Nov. 5	3.25	30.00
RED MELBA. Light red	L. Sing.	Disbud	Nov. 5	3.25	30.00
GYPSY. Pale reddish bronze	S. Anem.	Spray	Nov. 15	3.25	30.00
ROLINDA. Pale reddish bronze	Int. Anem.	Disbud	Nov. 20	3.25	30.00
RED ROLINDA. Deep reddish bronze	Int. Anem.	Disbud			
		or Spray	Nov. 20	3.25	30.00
MRS. BEU. Pale reddish bronze	Int. Dec.	Disbud			
		or Spray	Nov. 25	3.25	30.00
RED BEU. Reddish bronze	Int. Dec.	Disbud			
		or Spray	Nov. 25	3.25	30.00

PINK

JEWELL. Lavender	S. Pom.	Spray	Oct. 10	3.25	30.00
JUSTRITE. Light rose pink	L. F. Inc.	Disbud	Oct. 15	3.25	30.00
ROSE CHOCHARD. Light lavender	L. F. Inc.	Disbud	Oct. 20	3.25	30.00
PERSIAN ROSE. Deep rose pink	Int. Pom.	Spray	Oct. 20	3.25	30.00
PINK BEAUTY. Pale rose pink	L. Pom.	Disbud	Oct. 20	3.25	30.00
BENOIT. Deep lavender	Int. Pom.	Disbud	Oct. 20	3.25	30.00
BUTLER'S CAPRICE. Rose pink	Int. Dec.	Disbud			
		or Spray	Oct. 25	3.25	30.00
THYRA. Deep lavender	L. Pom.	Disbud	Nov. 1	3.25	30.00
IZOLA. Amaranth	S. Anem.	Disbud	Nov. 1	3.25	30.00
MARGO. Deep lavender	S. Anem.	Disbud			
		or Spray	Nov. 5	3.25	30.00
W. H. BUCKINGHAM. Rose pink	Int. Sing.	Disbud			
		or Spray	Nov. 5	3.25	30.00
QUEEN OF PINKS. Lavender	L. Pom.	Disbud	Nov. 10	3.25	30.00
ETHREDA. Light lavender	Int. Anem.	Disbud	Nov. 12	3.25	30.00
LITTLE AMETHYST. Pale lavender	S. Anem.	Spray	Nov. 15	4.00	37.50
AMARANTHEA. Amaranth	Int. Pom.	Spray	Dec. 10	3.25	30.00

Garden Varieties

YELLOW

Name and Description	Height	Type	Matures	Price per	
				100	1000
† PYGMY GOLD. Golden yellow	Short	Button	Sept. 5	3.25	30.00
ALGONQUIN. Golden yellow	Medium	Decorative	Sept. 5	3.25	30.00
YELLOW CUSHION. Light buff yellow	Short	Semi-Double	Sept. 10	3.25	30.00
BARBARA CUMMING (Yellow Normandie). Buff yellow	Medium	Decorative	Sept. 15	3.25	30.00
EARLY YELLOW. Light golden yellow. Sport from Early Bronze	Short	Button	Sept. 15	3.25	30.00
† EUGENE A. WANDER. Brilliant golden yellow	Medium	Decorative	Sept. 20	15.00	125.00
WOLVERINE. Light yellow	Medium	Decorative	Sept. 25	3.25	30.00
SAPPHO. Bright lemon yellow	Medium	Single	Sept. 25	3.25	30.00
† KING MIDAS. Light lemon yellow	Medium	Decorative	Sept. 30	3.25	30.00
† ACACIA. Pale lemon yellow	Medium	Semi-Double	Sept. 30	7.00	65.00
† GLEAM O' GOLD. Pale lemon yellow	Short	Decorative	Oct. 1	7.00	65.00
† ORION. Light lemon yellow	Medium	Single	Oct. 5	3.25	30.00
† CERES. Buff yellow	Medium	Single	Oct. 10	3.25	30.00
YELLOW SPOON. Lemon yellow	Medium	Spoon	Oct. 10	4.00	37.50
GOLDEN SPOON. Golden yellow	Medium	Spoon	Oct. 10	4.00	37.50
YELLOW IRENE. Light lemon yellow. Sport from Irene	Medium	Button	Oct. 18	3.25	30.00
RODELL IMPROVED. Light lemon yellow	Medium	Button	Oct. 20	3.25	30.00
JUDITH ANDERSON. Golden yellow	Medium	Button	Oct. 25	3.25	30.00

WHITE

POCATELLO	Short	Semi-Double	Sept. 5	4.00	37.50
SEMINOLE. Cream white	Short	Decorative	Sept. 5	3.25	30.00
TETON	Short	Single	Sept. 5	4.00	37.50
WHITE CUSHION (Queen Cushion)	Short	Semi-Double	Sept. 10	3.25	30.00
WHITE GULL	Short	Button	Sept. 15	3.25	30.00
TASIVA. Cream white	Medium	Decorative	Sept. 15	3.25	30.00
JEAN CUMMING. Ivory white	Medium	Decorative	Sept. 20	3.25	30.00
NORMANDIE. White suffused with pink	Short	Decorative	Sept. 20	3.25	30.00
† MILKY WAY. Cream white	Medium	Semi-Double	Sept. 25	12.00	100.00
† NIOBE	Medium	Semi-Double	Oct. 5	3.25	30.00
WHITE SPOON	Medium	Spoon	Oct. 10	4.00	37.50
UYALDA. Cream white	Medium	Decorative	Oct. 10	3.25	30.00
WHITE JEWELL. White tinged with light lavender	Medium	Button	Oct. 15	3.25	30.00
SILVER BALL	Medium	Decorative	Oct. 15	3.25	30.00
IRENE	Medium	Button	Oct. 18	3.25	30.00

BRONZE

† GERONIMO. Buff orange	Short	Decorative	Aug. 25	3.25	30.00
ABSARAKA. Light bronze	Short	Single	Aug. 25	4.00	37.50
ANN MILLER. Orange red	Medium	Decorative	Aug. 25	3.25	30.00
BRONZE CUSHION. (King Cushion). Buff bronze	Short	Semi-Double	Sept. 10	3.25	30.00
ALADDIN. Deep apricot	Short	Decorative	Sept. 10	3.25	30.00

† Indicates Korean varieties.

Garden Varieties

BRONZE—Continued

Name and Description	Height	Type	Matures	Price per	
				100	1000
EARLY BRONZE. Orange bronze	Short	Button	Sept. 10	3.25	30.00
UINTA. Bright reddish bronze	Short	Semi-Double	Sept. 15	4.00	37.50
FRANCES WHITTLESEY. Deep bronze and garnet	Short	Decorative	Sept. 30	3.25	30.00
†AUTUMN LIGHTS. Coppery bronze	Short	Semi-Double	Sept. 30	7.00	65.00
LITTLE BOB. Dark reddish bronze	Medium	Button	Oct. 1	3.25	30.00
RUTH CUMMING. Reddish bronze	Medium	Decorative	Early Oct.	3.25	30.00
†LOUISE SCHLING. Bronze Salmon	Medium	Single	Oct. 5	3.25	30.00
†ROMANY. Reddish bronze	Medium	Decorative	Oct. 5	3.25	30.00
†MANDARIN. Coral salmon	Medium	Decorative	Oct. 10	3.25	30.00
JASPER SPOON. Straw yellow tubes with Jasper red spoons	Medium	Spoon	Oct. 10	4.00	37.50
†APOLLO. Bronze red	Medium	Single	Oct. 12	3.25	30.00
†EMBER. Orange bronze	Medium	Decorative	Oct. 15	3.25	30.00
CLARA JAMESON. Dark reddish bronze	Medium	Button	Oct. 15	3.25	30.00
BONNIBELL. Light buff bronze	Short	Button	Oct. 15	3.25	30.00
†INDIAN SUMMER. Orange bronze	Medium	Decorative	Oct. 25	3.25	30.00

PINK

CLARA CURTIS. Salmon pink	Short	Single	Aug. 28	8.00	75.00
AMELIA (Pink Cushion). Pale lavender	Short	Semi-Double	Sept. 10	3.25	30.00
†ROBERTA COPELAND. Rose pink	Short	Semi-Double	Sept. 15	7.00	65.00
PROVENCE. Light rose pink blended with yellow	Medium	Decorative	Sept. 25	3.25	30.00
†THE MOOR. Amaranth	Short	Decorative	Sept. 25	3.25	30.00
ALBERT MULLER. Apricot suffused with pink	Medium	Decorative	Oct. 1	3.25	30.00
JEAN TREADWAY. Light rose pink with dark center	Medium	Decorative	Oct. 1	3.25	30.00
†MRS. DUPONT. Peach pink shading to rosy salmon	Medium	Decorative	Oct. 1	15.00	125.00
BURGUNDY. Amaranth	Medium	Decorative	Oct. 5	7.00	65.00
ROSE GLOW. Raspberry changing to opalescent rose	Short	Semi-Double	Oct. 5	7.00	65.00
†LAVENDER LADY. Lavender	Medium	Decorative	Oct. 8	8.00	75.00
PINK SPOON. Lavender	Medium	Spoon	Oct. 10	4.00	37.50
BENOIT. Deep lavender	Medium	Decorative	Oct. 10	3.25	30.00
ORCHID SPOON. Light pinkish lilac	Medium	Spoon	Oct. 10	4.00	37.50
ROSE SPOON. Old Rose	Medium	Spoon	Oct. 10	4.00	37.50
†SYMPHONY. Mauve coppery pink and lavender	Medium	Decorative	Oct. 12	3.25	30.00
GANNA. Rose pink	Medium	Decorative	Oct. 12	3.25	30.00
†DAPHNE. Rose pink	Medium	Single	Oct. 12	3.25	30.00
JEWELL. Lavender	Medium	Button	Oct. 15	3.25	30.00
DARK PINK JEWELL. Deep lavender. Sport from Jewell	Medium	Button	Oct. 15	3.25	30.00

RED

RED CUSHION	Short	Semi-Double	Sept. 10	3.25	30.00
FLASHLIGHT. Crimson	Short	Decorative	Sept. 20	3.25	30.00
†NANCY COPELAND. Spectrum red	Medium	Single	Sept. 25	3.25	30.00
†CALIPH. Deep red	Medium	Decorative	Oct. 1	3.25	30.00
SANDRA. Deep crimson	Short	Decorative	Oct. 5	3.25	30.00
†SALADIN. Oriental red	Medium	Single	Oct. 10	3.25	30.00
CAVALIER. Vermillion red	Medium	Single	Oct. 15	3.25	30.00
RED FLARE. Deep red	Medium	Button	Oct. 15	3.25	30.00

† Indicates Korean varieties.

The Use of Black Cloth Shading to Advance the Flowering Season

The varieties in the following list lend themselves satisfactorily to black cloth shading. The dates opposite the varieties are those found most satisfactory when the given blooming date is desired.

Use a good durable Black Cloth which has no less than 64 x 104 threads to the inch. Best results are obtained when the light intensity under the cloth when applied is 2 ft. candles or less. More light intensity than this will result in delayed flowering and unevenness in bloom.

The cloth should be applied at 5:00 P.M. and removed at 7 A.M. Shading is continued on pompons until the latest buds show color and most of the flowers are well developed. On the large flowering varieties shading can be discontinued after all flowering buds have attained the diameter of approximately half an inch.

Make sure that covering is complete on all benches shaded, as any leaks in light will cause uneven spots in the bench at flowering time.

It is not recommended that the large flowering varieties be grown outdoors under shade, unless proper protection is provided. Fall rains and wind storms play havoc with large flowers when not protected. Therefore, inside growing is suggested unless proper overhead protection is provided.

Best results are obtained when varieties of approximately the same blooming date are used for any one particular shading. When a spread in blooming dates is desired, repeated shading of a few varieties at weekly or ten-day intervals has proven more satisfactory than grouping a large number of varieties into any one shading. The shading dates given are those which have been found to be best for the respective varieties. We recommend benching six weeks prior to shading.

When only one branch is desired following a pinch, soft pinching should be practiced. Removal of the mere tip is best, for example, when standards are pinched to avoid crown buds. Thus the final pinch on standards should be a soft pinch.

When several breaks are desired as in pinching of pompons, the pinch should be low enough to remove all of the soft growth. The lowest point at which the stem breaks off readily is about right for this type of pinch.

For strong stems a single pinch is best. With more pinches plants become successively weaker.

As an added suggestion, we would recommend the removal of black cloth after night fall to allow for a better circulation of air. This would prevent the accumulation of dampness and the unfavorable results that usually occur therefrom. This of course will cause considerable extra work as the cloth must be replaced before morning. We feel however, that as this will improve the growth and the foliage it will be well worth the effort. Perfection is never obtained without added effort.

Large Flowering Varieties

VARIETY	COLOR	SHADE	BLOOM
BLAZING GOLD	Yellow	June 29	August 24-30
SILVER SHEEN	White	June 29	
HILDA BERGEN	Bronze	June 29	
PINK CHIEF	Pink	July 6	
BLAZING GOLD	Yellow	July 6	Aug. 31—Sept. 6
SILVER SHEEN	White	July 6	
HILDA BERGEN	Bronze	July 6	
PINK CHIEF	Pink	July 13	
GOOD NEWS	Yellow	July 6	September 7-13
ALBATROSS	White	July 6	
DETROIT NEWS	Bronze	July 6	
J. W. PRINCE	Pink	July 6	
BLAZING GOLD	Yellow	July 13	
SILVER SHEEN	White	July 13	
HILDA BERGEN	Bronze	July 13	
PINK CHIEF	Pink	July 20	
GOOD NEWS	Yellow	July 13	September 14-20
ALBATROSS	White	July 13	
DETROIT NEWS	Bronze	July 13	
J. W. PRINCE	Pink	July 13	
GOOD NEWS	Yellow	July 20	September 21-27
ALBATROSS	White	July 20	
DETROIT NEWS	Bronze	July 20	
J. W. PRINCE	Pink	July 20	
INDIANAPOLIS WHITE	White	July 20	Sept. 28—Oct. 4
INDIANAPOLIS BRONZE	Bronze	July 20	
INDIANAPOLIS PINK	Pink	July 20	
GOOD NEWS	Yellow	July 27	
ALBATROSS	White	July 27	
DETROIT NEWS	Bronze	July 27	
J. W. PRINCE	Pink	July 27	
HONEY DEW	Yellow	July 27	October 5-11
YELLOW MEFO	Yellow	July 27	
MEFO	White	July 27	
INDIANAPOLIS WHITE	White	July 27	
INDIANAPOLIS BRONZE	Bronze	July 27	
INDIANAPOLIS PINK	Pink	July 27	
GOOD NEWS	Yellow	August 3	
ALBATROSS	White	August 3	
DETROIT NEWS	Bronze	August 3	
J. W. PRINCE	Pink	August 3	
MRS. DAVID ROY	Red	July 27	October 12-18
HONEY DEW	Yellow	August 3	
YELLOW MEFO	Yellow	August 3	
MEFO	White	August 3	
INDIANAPOLIS WHITE	White	August 3	
INDIANAPOLIS BRONZE	Bronze	August 3	
INDIANAPOLIS PINK	Pink	August 3	
ORCHID QUEEN	Pink	August 3	

* Good disbudded.

WE RECOMMEND BENCHING SIX WEEKS PRIOR TO SHADING

Large Flowering Varieties

VARIETY	COLOR	SHADE	BLOOM
GOLDEN PEARSON	Yellow	August 3	October 18-25
MRS. DAVID ROY	Red	August 3	
HONEY DEW	Yellow	August 10	
YELLOW MEFO	Yellow	August 10	
INDIANAPOLIS WHITE	White	August 10	
MEFO	White	August 10	
INDIANAPOLIS BRONZE	Bronze	August 10	
INDIANAPOLIS PINK	Pink	August 10	
ORCHID QUEEN	Pink	August 10	

Pompons, Decorative, Single and Anemone Types

YELLOW IRENE	Yellow	June 22	}	August 10-16
IRENE	White	June 22		
MINONG	White	June 22	}	August 17-23
WHITE JEWELL	White	June 22		
JEWELL	Pink	June 22		
YELLOW IRENE	Yellow	June 29		
IRENE	White	June 29		
YELLOW DOT	Yellow	June 22	}	August 24-30
MARY L. HALL	Yellow	June 22		
YELLOW DAISY	Yellow	June 22		
NUGGETS	Yellow	June 22		
MINONG	White	June 29		
WHITE JEWELL	White	June 29		
JEWELL	Pink	June 29		
PINK PEARL	Pink	June 29		
YELLOW DOT	Yellow	June 29		
MARY L. HALL	Yellow	June 29		
YELLOW DAISY	Yellow	June 29	}	Aug. 31—Sept. 6
NUGGETS	Yellow	June 29		
ISOBEL	Pink	June 29		
JESSIE	Pink	June 29		
MINONG	White	July 6		
WHITE JEWELL	White	July 6		
JEWELL	Pink	July 6		
PINK PEARL	Pink	July 6		
YELLOW DOT	Yellow	July 6		
MARY L. HALL	Yellow	July 6		
YELLOW DAISY	Yellow	July 6	}	September 7-14
NUGGETS	Yellow	July 6		
SEA GULL	White	July 6		
*LITTLE AMERICA	White	July 6		
*SHASTA	White	July 6		
ISOBEL	Pink	July 6		
JESSIE	Pink	July 6		
YELLOW BUSHNELL	Yellow	July 6		
YELLOW FELLOW	Yellow	July 6		
YELLOW NEW YORK	Yellow	July 6		
*HELIOS	Yellow	July 6	}	September 14-20

* Good disbudded.

WE RECOMMEND BENCHING SIX WEEKS PRIOR TO SHADING

Pompons, Decorative, Single and Anemone Types

VARIETY	COLOR	SHADE	BLOOM
*LITTLE AMERICA	White	July 6	September 14-20
*WHITE FREIDA	White	July 6	
CRYSTAL JEWELL	White	July 6	
REV. H. BUSHNELL	White	July 6	
SHASTA	White	July 6	
FEZ	Bronze	July 6	
NEW YORK	Bronze	July 6	
ROBIN HOOD	Red	July 6	
*FREIDA	Pink	July 6	
SILVER TIPS	Pink	July 6	
THYRA	Pink	July 6	
MRS. M. G. BULKELEY	Pink	July 6	
YELLOW DOT	Yellow	July 13	
MARY L. HALL	Yellow	July 13	
YELLOW DAISY	Yellow	July 13	
NUGGETS	Yellow	July 13	
*GOLDEN HERALD	Yellow	July 13	
SEA GULL	White	July 13	
*LITTLE AMERICA	White	July 13	
*SHASTA	White	July 13	
ROMAN BRONZE	Bronze	July 13	
*CLARA HOLFORD	Red	July 13	
ISOBEL	Pink	July 13	
JESSIE	Pink	July 13	
*BETTY ROSE	Pink	July 13	
PINK DOT	Pink	July 13	
CAPTAIN COOK	Pink	July 13	
YELLOW BUSHNELL	Yellow	July 13	September 21-27
YELLOW FELLOW	Yellow	July 13	
YELLOW NEW YORK	Yellow	July 13	
*HELIOS	Yellow	July 13	
*LITTLE AMERICA	White	July 13	
*WHITE FREIDA	White	July 13	
CRYSTAL JEWELL	White	July 13	
REV. H. BUSHNELL	White	July 13	
*SHASTA	White	July 13	
FEZ	Bronze	July 13	
NEW YORK	Bronze	July 13	
ROBIN HOOD	Red	July 13	
*FREIDA	Pink	July 13	
SILVER TIPS	Pink	July 13	
THYRA	Pink	July 13	
MRS. M. G. BULKELEY	Pink	July 13	
YELLOW DOT	Yellow	July 20	
MARY L. HALL	Yellow	July 20	
YELLOW DAISY	Yellow	July 20	
NUGGETS	Yellow	July 20	
*GOLDEN HERALD	Yellow	July 20	
SEA GULL	White	July 20	
*LITTLE AMERICA	White	July 20	
*SHASTA	White	July 20	
ROMAN BRONZE	Bronze	July 20	

* Good disbudded.

WE RECOMMEND BENCHING SIX WEEKS PRIOR TO SHADING

Pompons, Decorative, Single and Anemone Types

VARIETY	COLOR	SHADE	BLOOM
*CLARA HOLFORD	Red	July 20	September 21-27
ISOBEL	Pink	July 20	
JESSIE	Pink	July 20	
*BETTY ROSE	Pink	July 20	
PINK DOT	Pink	July 20	
CAPTAIN COOK	Pink	July 20	
YELLOW BUSHNELL	Yellow	July 20	Sept. 28—Oct. 4
YELLOW FELLOW	Yellow	July 20	
YELLOW NEW YORK	Yellow	July 20	
*HELIOS	Yellow	July 20	
*LITTLE AMERICA	White	July 20	
*WHITE FREIDA	White	July 20	
CRYSTAL JEWELL	White	July 20	
REV. H. BUSHNELL	White	July 20	
*SHASTA	White	July 20	
FEZ	Bronze	July 20	
NEW YORK	Bronze	July 20	
*BRONZE FREIDA	Bronze	July 20	
PRINCETON	Bronze	July 20	
*CORA SCOVIL	Bronze	July 20	
ROBIN HOOD	Red	July 20	
*FREIDA	Pink	July 20	
SILVER TIPS	Pink	July 20	
THYRA	Pink	July 20	Sept. 28—Oct. 4
MRS. M. G. BULKELEY	Pink	July 20	
YELLOW DOT	Yellow	July 27	
MARY L. HALL	Yellow	July 27	
YELLOW DAISY	Yellow	July 27	
NUGGETS	Yellow	July 27	
*GOLDEN HERALD	Yellow	July 27	
SEA GULL	White	July 27	
*LITTLE AMERICA	White	July 27	
*SHASTA	White	July 27	
ROMAN BRONZE	Bronze	July 27	
*CLARA HOLFORD	Red	July 27	
RED DAISY	Red	July 27	
ISOBEL	Pink	July 27	
JESSIE	Pink	July 27	
*BETTY ROSE	Pink	July 27	
PINK DOT	Pink	July 27	October 5-11
CAPTAIN COOK	Pink	July 27	
YELLOW BUSHNELL	Yellow	July 27	
YELLOW FELLOW	Yellow	July 27	
YELLOW NEW YORK	Yellow	July 27	
*HELIOS	Yellow	July 27	
*LITTLE AMERICA	White	July 27	
*WHITE FREIDA	White	July 27	
CRYSTAL JEWELL	White	July 27	
REV. H. BUSHNELL	White	July 27	
*SHASTA	White	July 27	
FEZ	Bronze	July 27	
NEW YORK	Bronze	July 27	

* Good disbudded.

WE RECOMMEND BENCHING SIX WEEKS PRIOR TO SHADING

Pompons, Decorative, Single and Anemone Types

VARIETY	COLOR	SHADE	BLOOM
*BRONZE FREIDA	Bronze	July 27	} October 5-11
PRINCETON	Bronze	July 27	
*CORA SCOVIL	Bronze	July 27	
ROBIN HOOD	Red	July 27	
RED PRINCETON	Red	July 27	
*FREIDA	Pink	July 27	
SILVER TIPS	Pink	July 27	
THYRA	Pink	July 27	
MRS. M. G. BULKELEY	Pink	July 27	
MASTERPIECE	Pink	July 27	
YELLOW DOT	Yellow	August 3	
MARY L. HALL	Yellow	August 3	
YELLOW DAISY	Yellow	August 3	
NUGGETS	Yellow	August 3	
*GOLDEN HERALD	Yellow	August 3	
SEA GULL	White	August 3	
*LITTLE AMERICA	White	August 3	
*SHASTA	White	August 3	
ROMAN BRONZE	Bronze	August 3	
*CLARA HOLFORD	Red	August 3	
RED DAISY	Red	August 3	
ISOBEL	Pink	August 3	
JESSIE	Pink	August 3	
*BETTY ROSE	Pink	August 3	
PINK DOT	Pink	August 3	
CAPTAIN COOK	Pink	August 3	
YELLOW BUSHNELL	Yellow	August 3	} October 12-18
YELLOW FELLOW	Yellow	August 3	
YELLOW NEW YORK	Yellow	August 3	
*HELIOS	Yellow	August 3	
*LITTLE AMERICA	White	August 3	
*WHITE FREIDA	White	August 3	
CRYSTAL JEWEL	White	August 3	
REV. H. BUSHNELL	White	August 3	
*SHASTA	White	August 3	
FEZ	Bronze	August 3	
NEW YORK	Bronze	August 3	
*BRONZE FREIDA	Bronze	August 3	
PRINCETON	Bronze	August 3	
*CORA SCOVIL	Bronze	August 3	
ROBIN HOOD	Red	August 3	
RED PRINCETON	Red	August 3	
*FREIDA	Pink	August 3	
SILVER TIPS	Pink	August 3	
THYRA	Pink	August 3	
MRS. M. G. BULKELEY	Pink	August 3	
YELLOW DOT	Yellow	August 10	
MARY L. HALL	Yellow	August 10	
YELLOW DAISY	Yellow	August 10	
NUGGETS	Yellow	August 10	
*GOLDEN HERALD	Yellow	August 10	
SEA GULL	White	August 10	

* Good disbudding.

WE RECOMMEND BENCHING SIX WEEKS PRIOR TO SHADING

Pompons, Decorative, Single and Anemone Types

VARIETY	COLOR	SHADE	BLOOM
*LITTLE AMERICA	White	August 10	October 12-18
*SHASTA	White	August 10	
ROMAN BRONZE	Bronze	August 10	
*CLARA HOLFORD	Red	August 10	
RED DAISY	Red	August 10	
ISOBEL	Pink	August 10	
JESSIE	Pink	August 10	
*BETTY ROSE	Pink	August 10	
PINK DOT	Pink	August 10	
CAPTAIN COOK	Pink	August 10	
YELLOW BUSHNELL	Yellow	August 10	October 19-25
YELLOW FELLOW	Yellow	August 10	
YELLOW NEW YORK	Yellow	August 10	
*HELIOS	Yellow	August 10	
*LITTLE AMERICA	White	August 10	
*WHITE FREIDA	White	August 10	
CRYSTAL JEWELL	White	August 10	
REV. H. BUSHNELL	White	August 10	
*SHASTA	White	August 10	
FEZ	Bronze	August 10	
NEW YORK	Bronze	August 10	
*BRONZE FREIDA	Bronze	August 10	
PRINCETON	Bronze	August 10	
*CORA SCOVIL	Bronze	August 10	
ROBIN HOOD	Red	August 10	
RED PRINCETON	Red	August 10	
*FREIDA	Pink	August 10	
SILVER TIPS	Pink	August 10	
THYRA	Pink	August 10	
MRS. M. G. BULKELEY	Pink	August 10	
MASTERPIECE	Pink	August 10	
YELLOW DOT	Yellow	August 10	
MARY L. HALL	Yellow	August 17	
YELLOW DAISY	Yellow	August 17	
NUGGETS	Yellow	August 17	
*GOLDEN HERALD	Yellow	August 17	
SEA GULL	White	August 17	
*LITTLE AMERICA	White	August 17	
*SHASTA	White	August 17	
ROMAN BRONZE	Bronze	August 17	
*CLARA HOLFORD	Red	August 17	
RED DAISY	Red	August 17	
ISOBEL	Pink	August 17	
JESSIE	Pink	August 17	
*BETTY ROSE	Pink	August 17	
PINK DOT	Pink	August 17	
CAPTAIN COOK	Pink	August 17	

* Good disbudding.

WE RECOMMEND BENCHING SIX WEEKS PRIOR TO SHADING

Disbudded Sprays

Good Chrysanthemums result from the careful and thorough practice of the basic principles of plant growth, plus the acknowledgment of certain differences in the nature of various varieties. Growing disbudded sprays is a modification in culture which is very much worthwhile.

The procedure in growing disbudded sprays, is to wait until the crown bud forms, then remove all vegetative shoots but three. Later when terminal buds appear disbud each shoot similar to the normal disbudding of standards. When the blooms mature there are three flowers in each spray. In singles and anemones the size of the blooms will be a trifle smaller in size than when they are grown as one flower per stem.

Bunch disbudded spray pompons similar to the way used in bunching the regular grown pompons.

Varieties which may be grown as Disbudded Sprays are as follows:—

YELLOW

GOLDEN HERALD
YELLOW DOTY
HELIOS
SUANNE MILLER
YELLOW ROLINDA
GOLDSMITH
CITRUS QUEEN
JANE
GLEAM
YELLOW SUPREME

BRONZE

BRONZE DOTY
MASON'S BRONZE
BRONZE TUXEDO
CORA SCOVIL
BRONZE MASTERPIECE
MELBA
BRONZE FREIDA
ESTRELITA
ROLINDA
BRONZE SUPREME

PINK

BETTY ROSE
LILLIAN DOTY
THYRA
ELSA PIEL
TUXEDO
MASTERPIECE
FREIDA

WHITE

SILVER BALL
GRACELAND
WHITE DOTY
WHITE ANEMONE
SHASTA
LITTLE AMERICA
WHITE FREIDA
WHITE NORMA
WHITE SUPREME

RED

RED ROVER
CLARA HOLFORD
MASON'S RED
THE TITAN
RED MELBA
RED ROLINDA
CRIMSON GLOW
CARNELIA



Goldsmith after disbudding



Goldsmith natural spray

Pot Plant Chrysanthemum Culture

Well grown short pot plants of Chrysanthemums have been finding a ready market in various sections of the country. We feel that many growers have been neglecting this valuable Fall potted plant. In many cases, poor attempts have been made in growing this plant and we offer the following suggestions for your consideration:

The varieties in the following list have been found to lend themselves satisfactorily to pot plant culture. These varieties have been chosen because they are adaptable to black cloth shading as well as for normal flowering, thus giving a flowering range from September 1st to November 20th with relatively few varieties.

There are other varieties that may be used for pot plant culture, however varieties that flower after November 20th are not recommended for the very early shadings. Whether to grow pot plants in sprays form or disbuds, depends entirely upon your market. There is, however, a definite trend to the disbud type. For obvious reasons, the shorter growing varieties are more desirable.

CULTURE

SOIL—Chrysanthemums require a good open soil to which one-fifth manure has been added. A good rule to follow is to sterilize all soil for pot mums.

PLANTING—For good compact plants, we recommend planting three rooted cuttings directly into 5 1/2" pot on dates given. One additional cutting for each 1/2" increase in pot size. If these are spaced well, a better balance plant will result than if planted together in center of pot.

PINCHING—Three pinches are sufficient for a good short compact pot plant. The first pinch should be approximately 15 days after planting. The second pinch about 30 days after planting and the third and last pinch as listed on the chart. Some of the varieties listed grow taller than others, however by observing the last pinching date all the varieties listed should finish reasonably uniform in height. A hard pinch is suggested when the last pinch is delayed until after shading. For example: Yellow Beauty when shaded July 1st and pinched July 11th.

SHADING—Same procedure as for cut flowers. Black cloth should be new or in best of condition for very early shadings to avoid delayed and uneven blooming. When possible take cloth off at night, replacing before daylight.



DISBUDDING

WITH POMPONS—Remove center bud except on the button types. This gives better spacing to the remaining flowers. Also the center bud generally matures earlier than the surrounding buds, giving the appearance of irregular blooming and premature aging. Remove this bud as early as convenient.

WITH DISBUDS—Disbudding must be done early, late disbudding results in small flowers and weak and elongated stems directly below the flowers.

HEIGHT—By following our directions pompons grown in 5 1/2" or 6" pots will be 11" to 13" high. Disbuds will grow 14" to 17" above the top of the pot.

Varieties Disbudded

YELLOW

Plant	Last Pinch	Shade	Approx. Date of Bloom
SMITH'S SUPERLATIVE			
May 15	July 6	July 1	September 10
June 1	July 20	July 15	September 25
June 15	August 6	August 1	October 10
July 1	August 24	No Shade	October 25
GOLDEN GLORY			
May 15	July 6	July 1	September 5
June 1	July 20	July 15	September 25
June 15	August 6	August 1	October 5
July 1	August 24	No Shade	November 1
LILA LILLY			
May 15	July 7	July 1	September 15
June 1	July 20	July 15	September 30
June 15	August 6	August 1	October 15
July 1	August 24	No Shade	November 10
CARDONIA			
May 15	July 4	July 1	September 15
June 1	July 18	July 15	October 8
June 15	August 4	August 1	October 20
July 1	August 26	No Shade	November 10
YELLOW BEAUTY			
May 15	July 11	July 1	October 1
June 1	July 25	July 15	October 15
June 15	August 11	August 1	October 25
July 1	September 6	No Shade	November 10
BRIGHT LIGHT			
May 15	July 11	July 1	September 25
June 1	July 25	July 15	October 8
June 15	August 11	August 1	October 25
July 1	September 6	No Shade	November 20
BONNAFFON DELUXE			
May 15	July 1	July 1	September 28
June 1	July 15	July 15	October 10
June 15	August 1	August 1	October 25
July 1	September 6	No Shade	November 11

WHITE

CHRISTINA			
May 15	July 4	July 1	September 1
June 1	July 18	July 15	September 15
June 15	August 4	August 1	October 1
July 1	August 24	No Shade	October 20
GRACELAND			
May 15	July 11	July 1	September 10
June 1	July 25	July 15	September 25
June 15	August 11	August 1	October 10
July 1	September 6	No Shade	October 25
RICHARD MANDEL			
May 15	July 4	July 1	September 10
June 1	July 18	July 15	September 25
June 15	August 4	August 1	October 10
July 1	August 24	No Shade	November 10
LITTLE AMERICA			
May 15	July 6	July 1	September 10
June 1	July 20	July 15	September 25
June 15	August 6	August 1	October 10
July 1	August 29	No Shade	November 10

BRONZE

Plant	Last Pinch	Shade	Approx. Date of Bloom
THORINA			
May 15	June 30	July 1	August 25
June 1	July 14	July 15	September 5
June 15	July 31	August 1	September 25
July 1	August 20	No Shade	October 20
ALAMEDA			
May 15	July 6	July 1	September 5
June 1	July 20	July 15	September 20
June 15	August 6	August 1	October 5
July 1	September 6	No Shade	October 25
APRICOT QUEEN			
May 15	July 11	July 1	September 1
June 1	July 25	July 15	September 15
June 15	August 11	August 1	October 1
July 1	September 6	No Shade	November 1
GLITTERS			
May 15	July 11	July 1	September 1
June 1	July 25	July 15	September 15
June 15	August 11	August 1	October 1
July 1	September 6	No Shade	November 1
GYPSY			
May 15	July 1	July 1	September 20
June 1	July 15	July 15	October 5
June 15	August 1	August 1	October 20
July 1	August 20	No Shade	November 15

PINK

PINK BEAUTY			
May 15	July 1	July 1	August 25
June 1	July 15	July 15	September 10
June 15	August 1	August 1	September 25
July 1	August 24	No Shade	October 20
ROSE CHOCHARD			
May 15	July 1	July 1	September 1
June 1	July 15	July 15	September 15
June 15	August 1	August 1	October 1
July 1	August 24	No Shade	October 20
MARGO			
May 15	July 1	July 1	September 10
June 1	July 15	July 15	September 25
June 15	August 1	August 1	October 10
July 1	August 29	No Shade	November 5
THYRA			
May 15	July 10	July 1	September 20
June 1	August 25	July 15	October 5
June 15	August 10	August 1	October 15
July 1	August 30	No Shade	November 10
QUEEN OF PINKS			
May 15	July 1	July 1	September 10
June 1	July 15	July 15	September 25
June 15	August 1	August 1	October 10
July 1	August 24	No Shade	November 10
ETHREDA			
May 15	July 1	July 1	September 5
June 1	July 15	July 15	September 20
June 15	August 1	August 1	October 5
July 1	August 29	No Shade	November 12

Varieties Not Disbudded

Plant	Last Pinch	Shade	Approx. Date of Bloom
YELLOW			
GOLDEN SPRAY			
May 15	July 16	July 1	September 1
June 1	July 30	July 15	September 20
June 15	August 16	August 1	October 5
July 1	September 4	No Shade	October 15

RODELL IMP.			
May 15	July 1	July 1	August 28
June 1	July 15	July 15	September 15
June 15	August 1	August 1	September 28
July 1	August 20	No Shade	October 20

NUGGETS			
May 15	July 1	July 1	September 5
June 1	July 15	July 15	September 25
June 15	August 1	August 1	October 5
July 1	August 28	No Shade	October 25

JUDITH ANDERSON			
May 15	July 6	July 1	September 10
June 1	July 23	July 15	September 25
June 15	August 6	August 1	October 10
July 1	August 24	No Shade	October 25

YELLOW IZOLA			
May 15	July 8	July 1	September 15
June 1	July 23	July 15	September 28
June 15	August 8	August 1	October 15
July 1	August 24	No Shade	November 1

SUNRAY			
May 15	July 1	July 1	September 5
June 1	July 15	July 15	September 20
June 15	August 1	August 1	October 5
July 1	August 26	No Shade	November 15

WHITE

WHITE JEWELL			
May 15	July 1	July 1	September 1
June 1	July 15	July 15	September 15
June 15	August 1	August 1	October 1
July 1	August 20	No Shade	October 15

IRENE			
May 15	July 1	July 1	September 1
June 1	July 15	July 15	September 15
June 15	August 1	August 1	October 1
July 1	August 20	No Shade	October 15

MARY PICKFORD			
May 15	July 1	July 1	September 10
June 1	July 15	July 15	September 25
June 15	August 1	August 1	October 10
July 1	August 26	No Shade	November 1

Plant	Last Pinch	Shade	Approx. Date of Bloom
WHITE IZOLA			
May 15	July 8	July 1	September 10
June 1	July 23	July 15	September 25
June 15	August 8	August 1	October 10
July 1	August 25	No Shade	November 1

BRONZE

BONNIBELL			
May 15	July 1	July 1	August 30
June 1	July 15	July 15	September 15
June 15	August 1	August 1	September 30
July 1	August 20	No Shade	October 15

THORINA			
May 15	June 30	July 1	August 28
June 1	July 14	July 15	September 10
June 15	July 31	August 1	September 25
July 1	August 20	No Shade	October 20

RED IZOLA			
May 15	July 8	July 1	September 15
June 1	July 23	July 15	September 28
June 15	August 8	August 1	October 15
July 1	August 24	No Shade	November 1

GYPSY			
May 15	July 1	July 1	September 20
June 1	July 15	July 15	October 5
June 15	August 1	August 1	October 20
July 1	August 20	No Shade	November 15

PINK

JEWELL			
May 15	July 1	July 1	August 30
June 1	July 15	July 15	September 15
June 15	August 1	August 1	September 30
July 1	August 20	No Shade	October 15

PERSIAN ROSE			
May 15	July 1	July 1	September 5
June 1	July 15	July 15	September 25
June 15	August 1	August 1	October 5
July 1	August 24	No Shade	October 23

ETHREDA			
May 15	July 1	July 1	September 5
June 1	July 15	July 15	September 20
June 15	August 1	August 1	October 5
July 1	August 29	No Shade	November 12

THYRA			
May 15	July 10	July 1	September 20
June 1	July 25	July 15	October 5
June 15	August 10	August 1	October 15
July 1	August 30	No Shade	November 10

Cultural Pointers

Chrysanthemums will grow well in a wide range of soil types but a fibrous silt loam is preferred. Blue grass sod, to which super phosphate has been added, has given excellent results.

Many growers plant chrysanthemums in old soil without sterilizing and expect good results. Many diseases and too much fertility are often found in old soil. Verticillium wilt (Seidewitz disease) is carried over in the old soil. If old soil is used sterilize with steam so that the soil is heated to 180 to 200 degrees F. for at least one hour. After sterilizing leach the soil with large quantities of water to reduce the available nutrients.

Evidence shows that the soil should be slightly acid, although in many instances neutral medium does well. If your soil tests slightly alkaline apply $\frac{1}{2}$ to 1 lb. of agricultural sulphur per 100 square feet of area. Avoid the use of lime unless the soil is extremely acid.

Drainage in raised benches as well as in ground beds should be constantly watched. Good drainage with proper aeration are necessary to produce a good crop.

FERTILIZERS

When using fresh soil, apply 3 to 5 lbs. of super phosphate per 100 square feet of area plus a liberal application of manure before planting. A mulch of peat or rooted manure applied two to three weeks after planting is helpful. Six weeks after planting and every three weeks until color shows an application of ammonium sulfate at the rate of 1 lb. per 100 square feet of area or 2 lbs. of a complete fertilizer are advisable. Remember that the plant is the best guide as to fertilizer requirements.

When using sterilized soil the best recommendations to follow would be to analyze your soil from time to time. We have found that when the following nutrient levels are kept, good crops are the result. Nitrate nitrogen should be between 10 to 25 parts per million; phosphorus from 2 to 5 parts per million and potassium 20 to 40 parts per million.

WATERING

The knowledge of proper watering is essential to success. Chrysanthemums produce extremely heavy foliage and a great deal of water is required at the roots, and under ordinary conditions of bench culture overwatering would be difficult. When grown in beds more care should be exercised in watering.

PESTS

The most troublesome diseases on the chrysanthemum are, Verticillium wilt, stem rot, mildew and Septoria leaf spot. Planting healthy cuttings and by using fresh soil should reduce Verticillium wilt and stem rot to a minimum. Dusting with sulphur will control mildew. Proper ventilation, especially in early fall, and spraying with Bordeaux mixture at least once a week for three weeks will reduce this pest.

Weekly spraying with good dependable insecticides will control the insects such as aphids, tarnish plant bugs, leaf rollers, mealy bugs, red spiders, midge and thrips.

Thoroughness in spraying is very necessary for the control of these pests.

We will at all times endeavor to serve you to the very best of our ability. If you have any questions, cultural problems, etc., from time to time, please feel free to call upon us. If we are able to help you we shall be more than repaid.

To Delay Flowering by the Use of Artificial Light

For this purpose select the better mid season and late varieties and grow normally. Disbuds and standards are more profitable than pompons, additional light reduces the number of buds produced on each spray reducing production. Planting date may be several weeks later than when no lights are used. Pinch all varieties late to avoid tendency for crown buds.

Light with 40 watt lamps using tin reflectors hung at intervals of four feet over the bench. Three to ten foot candles are effective and economical.

Your local lighting expert will explain these terms if you are not familiar with them.

Start lights no later than August 10th. It is very important that lights are started before bud differentiation. Starting after this date may cause malformed flowers and long necks.

Turn lights on at dusk and continue lighting three hours every evening or light for 60 minutes each night at midnight. Treat each night until you have treated $\frac{3}{4}$ as many nights as you wish to delay flowering. In other words, for twenty days if you wish a thirty day delay in flowering.

Take the first bud showing after light treatment is stopped.

Pinch pompons the last time 30 days before light treatment is discontinued.

Grow at night temperature of not less than 50 degrees where possible and consistent with local weather conditions. Cooler temperature will induce blindness.

Be careful that the lights from the bench treated does not light a bench nearby that is not treated. This will cause part of the bench not under treatment to be delayed in flowering and consequently upset growing plans for bench not under treatment.



Our interest in you and your crops by no means ends with the sale. We are more than anxious to have the materials sold you grow and prove profitable. For this reason we have inaugurated suggestion service. If we are able to help you we shall be more than repaid.

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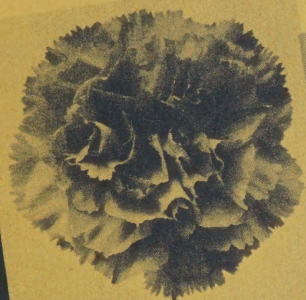
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Gloeckner flower seeds, bulbs, plants and cutting are selected with diligent care as to type, productiveness and freedom from disease so you may have the best upon which to build your prospective crops.



CARNATIONS



FREESIAS



IRIS



NARCISSUS



Chrysanthemums



For Important Cultural and Shading Information
See Pages 18 to 31